



**Indiana State  
Department of Health**  
*An Equal Opportunity Employer*

**Michael R. Pence**  
Governor

**Jerome M. Adams, MD, MPH**  
State Health Commissioner

**DATE:** July 17, 2015

**TO:** All Local Health Departments  
Attn: Chief Food Inspection Officer

**FROM:** *Laurie Kidwell*  
Laurie Kidwell, RRT Supervisor  
Food Protection Program

**SUBJECT:** SUPERVALU INC. - RECALL [Food]

**AFFECTED PRODUCT:** Cub Foods and Rainbow Foods Danish Rolls

**SUMMARY:** **Unclassified Recall;** This recall has been initiated because the product may contain undeclared milk allergen.

The Danish rolls are packaged as a 4ct (13oz) in a clear plastic clam shell. The product is produced in-store at Cub and Rainbow locations in three varieties; Danish, Caramel Danish, and Caramel Nut Danish. The affected product would have been for sale on or before Monday, July 13, 2015 and have a three-day expiration date.

The Danish Rolls were produced in Cub Foods and Rainbow Foods locations in the nearby state of Illinois.

**SUGGESTED ACTION:** Recommend notification of affected parties via phone, fax, or e-mail. Consumers who have purchased the affected product can return it to the place of purchase for a full refund. Consumers with questions may contact SUPERVALU's customer service line at 1-855-282-3663. Furthermore, if any recalled products are found, notify this office at 317-233-8475.

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**Recall -- Firm Press Release**

**FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.**

*Supervalu Issues Allergy Alert On Undeclared Milk In Cub Foods And Rainbow Foods Danish Rolls 4ct.*

**Contact:**  
Consumer: 1-855-282-3663.

**FOR IMMEDIATE RELEASE – 7/16/2015 – Eden Prairie, Minn. – SUPERVALU INC.** of Eden Prairie, Minn. is recalling 4ct. 13oz packages of Cub Foods and Rainbow Foods Danish Rolls because it may contain undeclared



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www.statehealth.in.gov

To promote and provide  
essential public health services.

milk allergen. People who have an allergy or severe sensitivity to milk run the risk of serious or life-threatening allergic reaction if they consume these products.

The Danish Rolls were produced in Cub Foods and Rainbow Foods locations in Minnesota and Illinois.

The Danish rolls are packaged as a 4ct (13oz) in a clear plastic clam shell. The product is produced in-store at Cub and Rainbow locations in three varieties; Danish, Caramel Danish, and Caramel Nut Danish. The affected product would have been for sale on or before Monday, July 13, 2015 and have a three-day expiration date.

The recall was initiated after it was discovered that Danish Rolls containing milk were produced and packaged with a label that did not indicate the presence of milk. Subsequent investigation indicates the problem was caused by a switch in frozen Danish roll dough base that did not get updated onto the final product label.

Consumers who have purchased the affected product can return it to the place of purchase for a full refund. Consumers with questions may contact SUPERVALU's customer service line at 1-855-282-3663.

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Photo*



